



REACHING HIGHER

DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT
2014 ANNUAL REPORT



Photo by Iwan Baan





DEAR DOWNTOWN STAKEHOLDER

**“ DCBID programming
truly changes the face
of Downtown. ”**

It is our privilege once again to share with you the Downtown Center Business Improvement District's (DCBID) Annual Report, outlining the accomplishments of 2014. This year marks our 17th year in operation and the 16th year of the burgeoning Downtown Los Angeles Renaissance. Your continued support has allowed for much to be accomplished during the year: from our Safe and Clean programs, to our economic development outreach, and to our innovative marketing initiatives. DCBID programming truly changes the face of Downtown. Together, we ensure the continued growth of our Downtown community.

The DCBID kicked off 2014 with an immensely successful investor's conference, "The Renaissance of Downtown Los Angeles: Opportunity Knocks," revealing demand across all real estate markets.

The downtown office market experienced an influx of creative and tech businesses looking to take advantage of the amenity and culturally rich urban core. To maximize this momentum, the DCBID developed "GET URBAN", an economic development program designed to attract new office tenants.

The DCBID also continues to be the hub for data and research on Downtown LA. Our year-end market report noted a residential occupancy rate of 95%, with 7,408 units under construction and 14,058 in the pipeline. There are 2,164 hotel rooms under construction with 1,469 in the pipeline.

With the steadfast goal of increasing the value of your properties, we promoted thousands of businesses, events, and programs on our website, DowntownLA.com, the go-to resource for all who live, work, play, and invest in Downtown LA. This year, we secured national press coverage that revealed the growing dynamism of Downtown LA. Our ongoing marketing programs continue to enhance awareness of the area. The DCBID successfully lobbied MTA to include a vital pedestrian bridge in the Regional Connector's 2nd & Hope Street Station on Bunker Hill.

The "Purple Patrol" continued to maintain safety and cleanliness, installing new Solar Belly 'smart' trashcans, and responding to 135,581 incidents and 41,368 calls for service. Our Downtown Guides assisted thousands of employees, residents, visitors, and businesses.

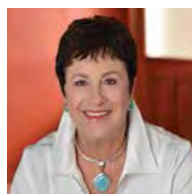
The DCBID remains the number one Los Angeles-based BID by budget and has set ambitious goals for 2015, including the launch of a new tour series as part of our office recruitment initiative, 'GET URBAN.'

Thank you for your continued dedication to Downtown LA. We are extremely grateful for your support and know that together we will reach higher to realize the true potential of Downtown LA.

Sincerely,



Peklar Pilavjian
Chairperson



Carol E. Schatz
President & CEO

A handwritten signature in black ink, appearing to read "Peklar Pilavjian".

A handwritten signature in black ink, appearing to read "Carol E. Schatz".



Toothache 

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WaBa Japanese Food
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“Downtown LA Goes
From Gritty to Glitzy.”

— Wall Street Journal



DTLA BY THE NUMBERS

NEARLY TRIPLED

Population Growth



Residential Units

11,626 1999

33,776 2014

Price of a One Bedroom Condo per square foot



DOUBLED

Property Value

\$4.8 billion 1999

\$11.08 billion 2014

A VIBRANT COMMUNITY

\$98,700 average median household income of residents

75% of residents are between the ages of 23–44

80% of residents have earned a college degree or higher

14.9 million passengers travel through the 7th and Metro station annually

500,000 employees

10 million annual visitors

OPEN FOR BUSINESS

700+

New restaurants, bars, retail, nightlife, and amenities 2008–2014

CONTINUED GROWTH

Hotel Rooms

7,961
CURRENT
INVENTORY

2,164
UNDER
CONSTRUCTION

1,469
PIPELINE

Residential Units

33,776
CURRENT
INVENTORY

7,408
UNDER
CONSTRUCTION

14,058
PIPELINE



OPERATIONS

OPERATIONS

KEEPING DOWNTOWN SAFE AND CLEAN

Safe and clean streets are the foundation of a vibrant downtown. The DCBID's Safe and Clean team is proudly committed to assisting those who live, work, and play in the District. This highly visible, well-trained staff of purple-shirted safety officers and maintenance personnel continues to provide daily, 24-hour supplemental services to maintain safety and cleanliness within the District. In 2014, the team responded to 135,581 incidents and 41,368 calls for service. The DCBID's specially trained BID A.C.T.I.O.N. team provided assistance to the homeless community, working closely with service providers.

SAFETY

As city resources diminish, the role of the DCBID's safety services becomes more important. To better serve the District, we provided advanced training and technical support for our safety team. Additionally, we continued to adjust patrols to address special needs in the District as identified by the Computer-Aided Dispatch (CAD) system, safety observations, and the Los Angeles Police Department. The DCBID continued to champion strong working relationships with the City and County of Los Angeles.

SAFETY TEAM STATISTICS

- 41,368 individual calls for service, an increase of 16% over 2013
- 135,581 incidents, an increase of 8% over 2013
- Approximately 49 incidents resulted in arrests for misdemeanor or felony crimes

CLEANLINESS

On a daily basis, the members of the DCBID's Clean Team worked to remove graffiti, discard trash, and sweep sidewalks.

CLEAN TEAM STATISTICS

- 73,786 bags of trash removed from over 300 District receptacles
- 1,257 instances of graffiti removed
- 5,554 sidewalk wash downs conducted
- 470+ miles of sidewalks cleaned with mechanical devices
- \$46,000 spent on trash hauling
- \$65,000 spent on field supplies (trash bags, brooms, carts, etc.)
- 55,120 hours spent on cleaning the District (trash removal, sidewalk cleaning, etc.)

A CLEANER DOWNTOWN WITH BIG BELLY SOLAR

The DCBID launched a pilot program, replacing existing trash receptacles within the district with 'smart' bins. We installed 18 Big Belly Solar trashcans along the 7th Street Corridor that are solar powered and equipped with GPS units and usage meters. Monitored remotely, they allow us to better manage collection, usage and bin placement. One is equipped with a solar powered compactor, allowing the receptacle to handle up to five times the waste. The new bins are clearly identifiable with the DCBID logo and are maintained by our maintenance crew.

The program has been a huge success thus far, with cleaner streets and more efficient and cost effective management. The DCBID is currently exploring purchasing additional receptacles to replace aging cans along major thoroughfares in the district.

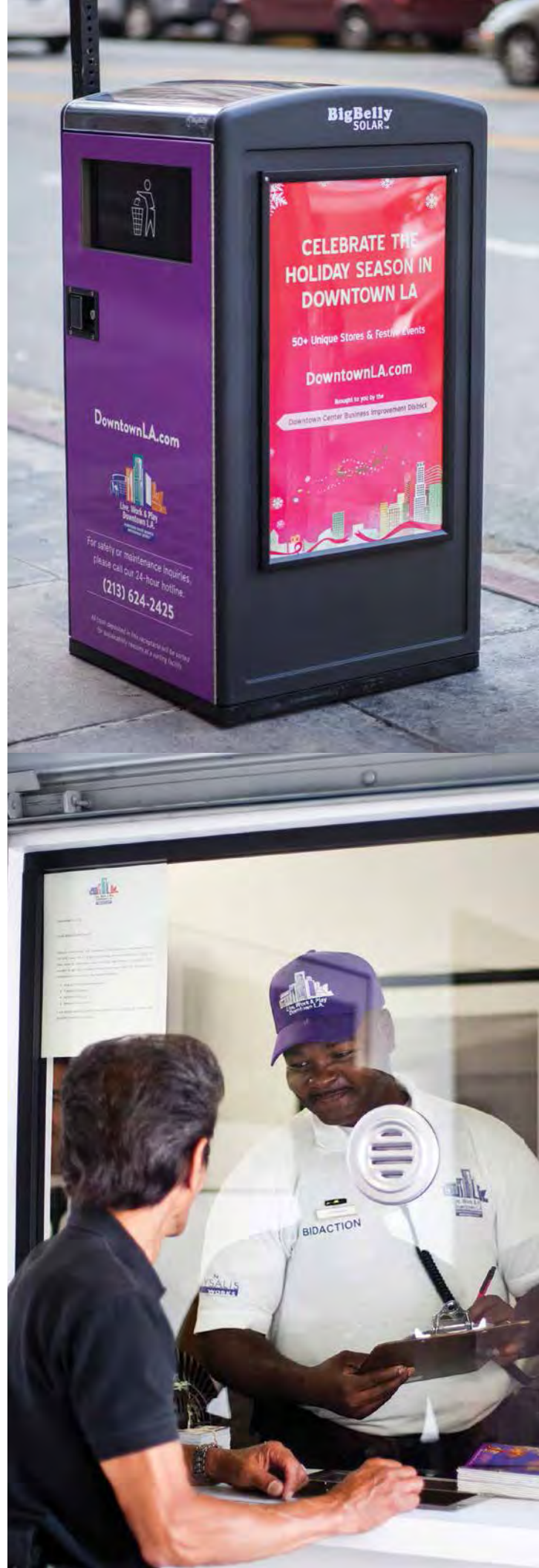
BID A.C.T.I.O.N. TEAM

EXTENDING A HAND TO THE HOMELESS

For the past twelve years, the DCBID's specially trained BID A.C.T.I.O.N. team has assisted the homeless community with a variety of services including providing clothing, blankets, transportation, medical services, and assistance with entry into rehabilitation programs. In partnership with service providers, the A.C.T.I.O.N. team completed training to administer the VI-SPDAT (Vulnerability Index & Service Prioritization Decision Assistance Tool). This survey allows service providers to better assist clients based on their needs and the severity of their situation.

BID A.C.T.I.O.N. STATISTICS

- Provided services to 506 individuals
- Placed 7 individuals in housing or drug and alcohol rehabilitation programs
- Made contact with 129 new individuals
- Followed up with 3,867 individuals the DCBID had previously contacted



NEW AND IMPROVED SERVICE CENTER

SERVICE CENTER RELOCATES NEXT TO LOS ANGELES ATHLETIC CLUB

Previously located at 528 S. Spring Street, the DCBID moved its Safe and Clean operations to 640 S. Spring Street, adjacent to the Los Angeles Athletic Club. The Service Center houses all of our contracted field service employees and DCBID Operations Staff.





TEAM MEMBERS OF THE YEAR

Each quarter, the DCBID recognizes Safe and Clean team members who have gone above and beyond the call of duty.



Safety Team
Javier Castellon

UPS Safety Project Manager Javier Castellon is responsible for the day-to-day management of more than 40 safety team members who look to him for guidance.



Safety Team
Yvonne Taylor

UPS Dispatch Supervisor Yvonne Taylor is a POST Certified Emergency Operator, our Lead Dispatch Trainer, and our “go-to” dispatcher during emergency situations.



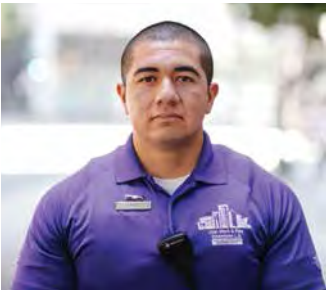
Guide Team
Kimberly Castillo

Kimberly Castillo excels at building relationships with local businesses and assisting visitors with Downtown information. She comes to work every day with a positive and friendly attitude.



Guide Team
Randy Navarrete

Randy Navarrete provides daily service with a smile and is particularly popular for knowing Downtown LA “like the palm of his hand”.



Safety Team
Roberto Orta

Officer Roberto Orta, a former United States Marine, is assigned with challenging projects because of his dedicated work ethic, values, and problem solving skills.



Safety Team
Christopher Alcendor

Christopher Alcendor takes pride in his job, mentors new officers, and is always willing to take on any task delegated to him.



Clean Team
Jason Kinermon

Jason Kinermon is professional, courteous, and respectful at all times. He is a team player and has proven to be an asset to the DCBID team.



Clean Team
Gerald Pierce

Supervisor Gerald Pierce is a reliable and dependable employee who never hesitates to go above and beyond the call of duty.



Safety Team
Varaly Salcedo

For Varaly Salcedo, no task is too big or too small. She completes every task with a smile on her face and a positive attitude.



Clean Team
Jesse Hill

Jesse Hill leads by example with a great attitude. He has done a great job with special projects.



ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT

BRINGING INVESTMENT TO DOWNTOWN

The DCBID Economic Development team continued to play a lead role in the growth of Downtown LA through its outreach to investors and developers, and its tours for prospective residents and tenants. We continued to be the hub for data and research on Downtown LA, responding to hundreds of requests for information as well as issuing quarterly market reports. In order to attract new office tenants, we launched "Get Urban," an initiative comprised of a marketing brochure and video, tours, and more.

INVESTMENT IN DOWNTOWN LA 1999–2014

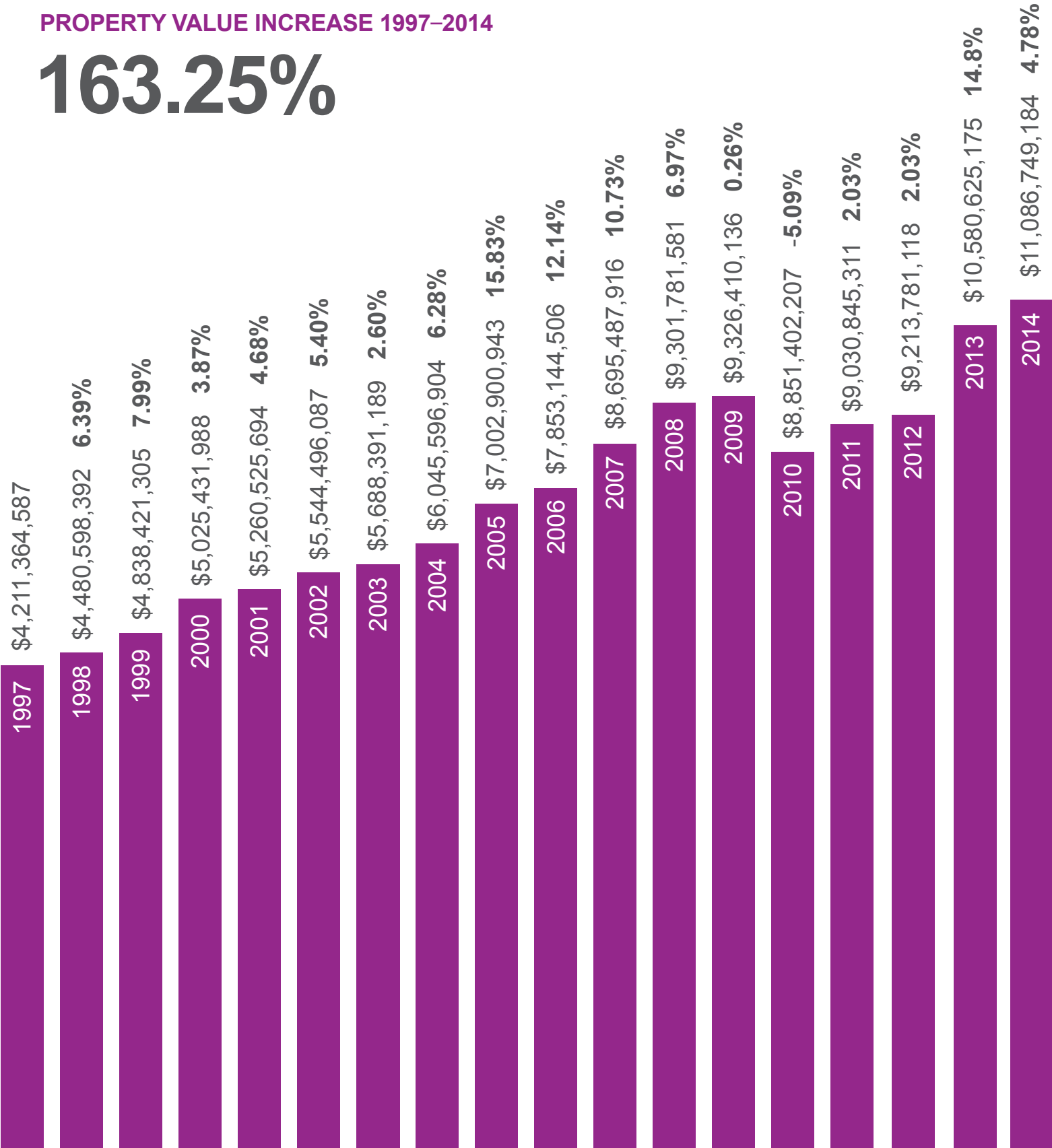


COMMERCIAL MARKET OVERVIEW

In 2014, we met with numerous real estate investors, developers, lenders, and large commercial tenants in Downtown LA.

PROPERTY VALUE INCREASE 1997–2014

163.25%



SIGNIFICANT COMMERCIAL SALES 2014

ASSET	ADDRESS	BUYER	BUILDING SQ FT	PRICE PER SQ FT
350 Grand	350 S Grand Ave.	CIM Group	1,415,445	\$186.19*
Aon Center	707 Wilshire Blvd.	Shorenstein Properties, LLC	1,110,000	\$241.91
KPMG Center	550 S Hope St.	Morgan Stanley and Co., LLC	590,207	\$406.64
801 Tower	801 S Figueroa St.	Cornerstone Real Estate Advisors	458,570	\$429.60
600 Wilshire	600 Wilshire Blvd.	Onni Real Estate, LLC	311,160	\$250.67
Figueroa Tower	660 S Figueroa St.	JADE Enterprises	283,000	\$282.69
Brunswick Square	360-374 E 2nd St.	Arenda Capital, Inc.	128,588	\$256.63
Commercial Exchange Bldg	416 W 8th St.	The Sydel Group	118,849	\$127.89

*Price per square foot is for a portfolio of several properties included in one transaction

13,337,707

Total Square Feet Sold



OFFICE VACANCY & RENT TRENDS

YEAR	DIRECT VACANCY	DIRECT AVERAGE RENT PER SQ FT
2014	19.4%	\$36.48
2013	20.7%	\$36.02
2012	20.0%	\$35.79
2011	18.6%	\$35.67
2010	16.7%	\$35.40
2009	15.3%	\$36.77
2008	12.5%	\$38.64
2007	12.3%	\$36.37
2006	13.8%	\$31.65
2005	11.2%	\$28.05
2004	14.2%	\$26.88
2003	14.4%	\$26.22
2002	15.2%	\$25.53
2001	12.9%	\$24.84
2000	16.0%	\$23.40
1999	14.2%	\$23.04

SIGNIFICANT OFFICE LEASES 2014

Building	Address	Tenant	Leased Square Feet	Building Class
U.S. Bank Tower	633 W 5th St.	Lewis Brisbois Bisgaard & Smith LLP	215,230	A
The Gas Company Tower	555 W 5th St.	Deloitte	112,028	A
Hill Building	1149 S Hill St	USC School of Social Work	80,047	A
Citigroup Center	444 S Flower St	SEC	57,687	A
Biltmore Court	500-520 S Grand Ave	NationBuilder	54,780	A
Fine Arts Building	811 W 7th St	WeWork	46,542	B
U.S. Bank Tower	633 W 5th St	Barger & Wolen, LLP	40,349	A
The Gas Company Tower	555 W 5th St	JAMS	33,406	A
777 Tower	777 S Figueroa St	CoStar Group, Inc.	17,361	A
Tower Building	1150 S. Olive St	Steelcase Inc.	13,537	A



“Total volume of Commercial Real Estate Leased in 2014 **increased**
more than 63% over 2013.”

RESIDENTIAL MARKET OVERVIEW

In 2014, we toured prospective residents through existing and new residential properties. Over 7,400 residential units were under construction, including several of the largest projects in Downtown LA's history such as Greenland's \$1B Metropolis (1000+ condos and a 19-story hotel) and Fig Central.

DOWNTOWN RESIDENTIAL OCCUPANCY RATE

95%

7,408
Units under
Construction

14,058
Units in the
Pipeline

CONDO SALES 2000–2014

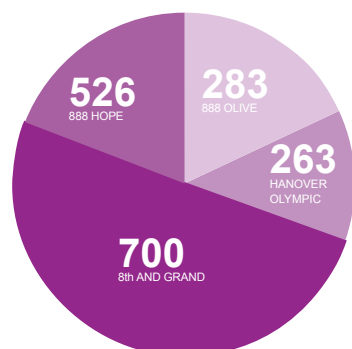
PRICE PER SQUARE FOOT

2014	\$563.23	15.4%
2013	\$487.89	30.5%
2012	\$373.78	16.7%
2011	\$320.39	-2.8%
2010	\$329.58	-3.2%
2009	\$340.31	-28.4%
2008	\$475.49	-9.9%
2007	\$527.54	-5.6%
2006	\$559.09	20.9%
2005	\$462.51	18.8%
2004	\$389.29	41.3%
2003	\$275.59	25.4%
2002	\$219.78	14.8%
2001	\$191.44	13.5%
2000	\$168.61	1BR

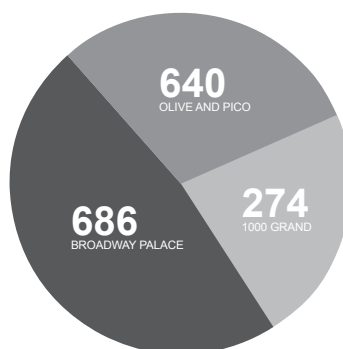
2014	\$556.94	6.1%
2013	\$525.11	22.0%
2012	\$430.55	33.0%
2011	\$323.46	-4.5%
2010	\$338.54	-2.8%
2009	\$348.19	-28.3%
2008	\$485.86	-8.1%
2007	\$528.86	-5.3%
2006	\$558.66	6.2%
2005	\$525.82	19.4%
2004	\$440.42	38.3%
2003	\$318.36	41.2%
2002	\$225.48	13.6%
2001	\$198.50	13.7%
2000	\$174.56	2BR

2014	\$637.50	-37%
2013	\$1,009.69	29.1%**
2012	\$781.74	86.8%
2011	\$418.56	-7.3%
2010	\$451.62	-5.2%
2009	\$476.52	-2.9%
2008	\$490.52	-7.5%
2007	\$530.52	-8.0%
2006	\$576.47	4.1%
2005	\$553.95	19.8%
2004	\$462.50	40.8%
2003	\$328.46	23.4%
2002	\$266.18	26.2%
2001	\$210.93	20.6%
2000	\$174.93	3BR

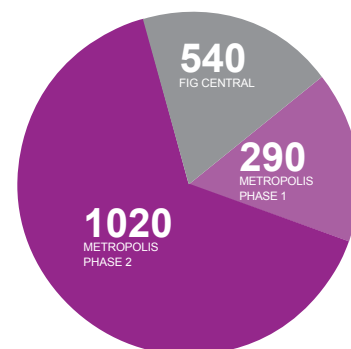
CENTRAL BUSINESS DISTRICT APARTMENTS UNDER CONSTRUCTION



OTHER APARTMENTS UNDER CONSTRUCTION



CONDOS UNDER CONSTRUCTION



** Increase due to bulk sale of Ritz-Carlton Residences

RETAIL & HOTEL MARKET OVERVIEW

RETAIL, RESTAURANTS, NIGHTLIFE, HOTELS, AND AMENITIES

In 2014 over 1.2 million square feet of retail space went under construction, including a Whole Foods Market and the transformation of Macy's Plaza into The BLOC. Tenants including Zara, H&M, City Tavern, and Loteria Grill filled up space at FIGat7th while Grand Central Market welcomed Belcampo Meat Company and other hip food concepts. The new Marriott Courtyard/Residence Inn L.A. LIVE and the ACE Hotel opened. The Wilshire Grand Project announced their operator, InterContinental Hotels, and construction of Sydel Group's boutique Freehand Hostel at 8th and Olive began.



NOTABLE RETAIL OPENINGS IN 2014

10e	CVS	Local Table	The Emerson
Ace Hotel	Earthbar	McConnell's Ice Cream at Grand Central Market	The Regent
Bar Mitzvah at the Gorbals	Faith and Flower	Mrs. Fish	The Springs
Belcampo Meat Co.	Ford's Filling Station	Olio at Grand Central Market	United Artists Theatre
Berlin Currywurst at Grand Central Market	Gelateria Uli	Oyster Gourmet	Upstairs Bar at Ace Hotel
Big Sugar Bake Shop	Guisados	Plan Check Kitchen + Bar	Walgreens - 5th and Broadway
City Tavern	H&M	Scoops Chinatown	Wexler's Deli at Grand Central Market
Clark Street Bread at Grand Central Market	Jimmy Johns	Seasalt Fish Grill	Zara
Courtyard and Residence Inn LA LIVE	L.A. Chapter at the Ace Hotel	Tender Greens	
	Le Pain Quotidien	The Continental	

D9
LAGASA
VERDE

MEXICAN FOOD TO GO
Ana Maria
ESPECIALIDAD EN TACOS

Sun's
PRODUCE

ROAST TO GO
antojitos mexicanos

MEXICAN
FOOD

D9
Recordatorio
Walmart Supercenter
De Supermercado
Información General
Central 800.875.8273
Supercenter de San
Antonio, TX de la
Calle de Santa Antonio
Voluntarios Por
30 Minutos Gratis
Cada Miércoles Por
20.000 Supermercado







“DTLA is a tech ecosystem

of small start-up spaces, creative incubators, lofts, historic buildings and Class A office towers —

diverse, wired and adaptable.”

— Los Angeles Times

GET URBAN. GET DOWNTOWN.

In the first quarter of 2015, DCBID launched GET URBAN, a creative-tech office leasing initiative with a tour of five innovative office spaces followed by a kick-off reception. The program's goal is to lease more office space in Downtown LA with an emphasis on recruiting creative and tech tenants.

The initiative educates brokers in addition to prospective tenants about the advantages of officing in Downtown LA through a marketing brochure, video, and a monthly series of office space tours and workplace showcases at some of Downtown's most innovative companies. The DCBID is also planning an "On the Road" panel series in surrounding markets.

The first phase of the Renaissance was driven by a booming residential population, followed by a resurgence of retail and amenities. Job growth and expansion of the office sector are the next phase in a



virtuous cycle that we have seen in urban centers over the past decade.

The technology and creative industries will help power the next phase of Downtown's Renaissance, as they are well suited to urban centers where density and diversity create the kind of dynamic economic ecosystem in which they thrive.

Today's creative/tech companies are interested in locating their offices in areas that excel in "place-making" with vibrant streetscapes, convenient transit options, a walkable commute, bustling shops and restaurants, and more.

Downtown LA is well positioned to attract this new type of office tenant, and the DCBID is looking forward to continuing this momentum through GET URBAN.

For more information, please visit **DowntownLA.com/GetUrban**



BID BUSINESS SERVICES: ACTION, INSIGHT & INFO

IMPROVING THE PEDESTRIAN EXPERIENCE: REGIONAL CONNECTOR - 2ND & HOPE PEDESTRIAN BRIDGE

The DCBID worked to ensure that the 2nd and Hope Station serve the best interests of all downtowners. MTA's original plans for the station placed the entrances and exits for passengers in the center of a triangular intersection without access to Grand Avenue's culturally rich amenities. The DCBID aggressively advocated for a revised design featuring a second level with a pedestrian bridge over Hope St. to the plaza behind The Broad. As a direct result of our efforts, Metro agreed to incorporate the bridge in the design. The Regional Connector is considered to be one of the most significant transportation projects in the country and is set to open in 2020. In addition to linking multiple light rail lines to allow a "one-seat ride" for travelers across the county, this 1.9-mile line under Downtown will add three new Metro stations, including one at 2nd Place and Hope Street on Bunker Hill, one block west of Grand Avenue.



ONE STOP SHOP FOR MARKET INFORMATION

The DCBID is the hub of market research for Downtown LA. We compile a diverse library of data and statistics related to various markets including residential, retail, and office. Additionally, we produce custom reports and projects throughout the year. Our research department responded to over a thousand requests for market information from developers, real estate brokers, appraisers, bankers, students, and media in 2014. These efforts were and continue to be instrumental in recruiting businesses to Downtown LA.





DCBID HOSTS INVESTOR CONFERENCE

The DCBID planned a day-long conference to spur continued investment in Downtown LA. Held on January 9, 2014 at the JW Marriott Los Angeles L.A. LIVE, the event was attended by over 450 developers, investors, brokers, hoteliers, retailers, and others interested in investing in Downtown. The conference opened with four panels featuring prestigious leaders in the real estate industry discussing the current and future state of the residential, retail, office, and hospitality markets. During lunch, attendees were treated to a conversation with Eli Broad, Founder, The Broad Foundations, by Frank Mottek, Anchor and Host, KNX 1070 Newsradio. In the afternoon, buses toured participants around the neighborhood, stopping along the way to visit the Ace Hotel, Grand Central Market, Smart & Final, FIGat7th, 1111 Wilshire, and the Nation Builder creative office space

HOUSING TOURS

In 2014, over 700 people attended our Downtown Housing Tours. The tours were consistently booked throughout the year, demonstrating the continuing strength of the Downtown residential market.

OUTREACH, RECRUITMENT & TOURS

To promote investment, we assisted and/or toured many types of companies and individuals, including the following:

- Residential Developers and Investors
- Hotel Developers and Operators
- Commercial and Investment Bankers
- Real Estate Appraisers
- Office Space Tenants
- Retailers and Restaurateurs
- Cultural, Educational and Non-profit Institutions
- Commercial and Residential Real Estate Brokers

In addition, we continued to participate in the following conferences and events:

- International Council of Shopping Centers (ICSC) Conference
- International Downtown Association Annual Conference
- Downtown Works Retail Recruitment Workshop
- Los Angeles BID Consortium Monthly Meetings





“The downtown streets of **Los Angeles**
are teeming with people, lots of people — swirling evidence of
a transformation.”

— New York Times



BUILDING COMMUNITY

BID EVENTS

RESIDENT MIXER SERIES

As part of our community outreach, the DCBID produced a Holiday Resident Mixer at the Los Angeles Athlete Club. We invited all 28 buildings located within DCBID boundaries. Approximately 74 people attended the evening event and enjoyed appetizers, a no host bar, jazz music by the Colburn School, a presentation on DCBID programs, services and staff and a raffle to end the evening. We distributed new DCBID pens and magnets printed with the DCBID Service Center Hotline. More resident mixers will take place in 2015.

8TH ANNUAL DOWNTOWN DOG DAY AFTERNOON AT THE CATHEDRAL

On the afternoon of July 9, 1,600 people and 1,000 dogs filled the 2.5-acre plaza at the Cathedral of Our Lady of Angels for a community-building event celebrating Downtown dogs. Dogs of all breeds and their owners enjoyed mingling, music, pet-related vendor displays, and great food by Levy Restaurants.

7TH ANNUAL HALLOWEEN PARTY FOR DOWNTOWN L.A. KIDS

On the evening of Friday, October 31, more than 1,900 children and their parents attended our 7th Annual Halloween Party at Grand Hope Park at the Fashion Institute of Design & Merchandising (FIDM). Major attractions included several bouncy houses, puppet shows, arts and craft tables, photo booths, and trick-or-treat doors. Ralph's Fresh Fare generously donated hot dogs, candy, and other treats.



15TH ANNUAL PUBLIC SAFETY APPRECIATION BBQ

For the 15th consecutive year, the DCBID hosted its annual community BBQ on Thursday, October 9 to acknowledge the law enforcement and public safety community for making Downtown LA a safe and vital community.

Los Angeles Sheriff's Department Assistant Sheriff Mike Rothans, Sara Hernandez Representative from Councilmember Jose Huizar's office, Los Angeles Fire Department Deputy Chief Rueda, Los Angeles Police Department Deputy Chief Jose Perez, were among the 1,300 officers and civilians who attended the event at the Bank of America Plaza. Guests enjoyed a barbeque lunch by Lawry's, live music, and giveaways. Net proceeds in the amount of \$5,000 went to the Widows, Orphans & Disabled Firemen's Fund.



MARKETING

MARKETING

ENGAGING CONSUMERS WITH DOWNTOWN

2014 was another successful year for the marketing department, with the implementation of strategic programs that created awareness and drove traffic to Downtown businesses and events. With the steadfast goal of increasing the value of your properties, we promoted thousands of businesses, events, and programs on our website, DowntownLA.com, the go-to resource for all who live, work, and play in Downtown. The site had over 1,485,303 million page views and 536,334 unique visitors. We increased our email newsletter distribution by 61% to 44,507 subscribers. Our four marketing campaigns continued to have a strong positive impact on the perception of Downtown LA and brought renewed awareness to the area.

DCBID WEBSITE

DowntownLA.com has become the most comprehensive source for information on Downtown LA. In order to maximize the benefits of online marketing, the DCBID's website was updated throughout the year with new content and user-friendly features.

PERFORMANCE STATISTICS

- 1,485,303 page views
- 536,334 unique visitors
- 44,507 email subscribers (up from 38,400 in 2013)

SOCIAL MEDIA

The DCBID regularly leveraged social media to share messages about Downtown LA events and promotions. This year we increased our Facebook subscribers to 22,000 (13,680 in 2013, up 61%), our Twitter followers to 25,000 (16,446 in 2013, up 52%), and our Instagram followers to 2,100 (1,000 in 2013, up 101%).



MEDIA COVERAGE

DCBID events and initiatives resulted in coverage from a number of media outlets including *The Wall Street Journal*, *Los Angeles Times*, ABC Channel 7, KPCC, KNX 1070 NEWSRADIO, KCRW, iHeart Radio, *Los Angeles Downtown News*, *California Apparel News*, and *Los Angeles Business Journal*. The buzz about Downtown LA grew exponentially this year, with stories running in local, regional, and national press.

WELCOME MAPS



The DCBID printed 500,000 copies of an updated map highlighting Downtown LA attractions, points of interest, and public transit routes. The maps were distributed to Downtown businesses, transportation hubs, and hotels throughout Southern California.

GENERAL DOWNTOWN LA ADVERTISING

General ads promoting Downtown LA were placed in the *Los Angeles Downtown News* and *Where Magazine* throughout the year.

NEWSLETTERS

QUARTERLY NEWSLETTER

To keep our stakeholders informed, the DCBID published and mailed four quarterly newsletters to all property owners within the District.



MONTHLY EMAIL NEWSLETTER

The DCBID sent monthly email newsletters highlighting new businesses, events, seasonal marketing campaigns, and exclusive specials.

TALK OF THE TOWN

The Los Angeles Business Journal presents Power Players, December 2014

"In 10 or 20 years, downtown Los Angeles will be every bit as exciting and fun to visit as New York, Chicago, Seattle and San Francisco." – **Carol Schatz**

Downtown L.A. real estate is drawing N.Y. investors' interest, October 2014

"Los Angeles has hit critical mass in downtown. Firms from New York show up and say, wow, I see the potential I saw in Hell's Kitchen a decade ago. I watched TriBeCa, and the High Line, and I see what's going to happen." - **Greg Vilkin of New York real estate giant Related Cos.** – **Los Angeles Times**

With a mix of art, fashion, food and culture, downtown Los Angeles has become a hot destination, October 2014

"Downtown Los Angeles — the onetime wasteland where I recently spent a week navigating a glut of art, fashion, food, and culture — now feels like one of the coolest places on Earth." – **New York Daily News**

With a mix of art, fashion, food and culture, downtown Los Angeles has become a hot destination, October 2014

"Get here fast so you can still experience the sheer exuberance of a great city in transition." – **New York Daily News**

L.A. Mixes Grit with Glitz in \$7 Billion Downtown Revamp, October 2014

"The rehab of warehouses and factories in the Arts District is the latest wave in a revival transforming the core of the second-largest U.S. city. Since 2011, about \$7 billion has been poured into downtown." – **Bloomberg**

The Sprawling, Booming LA Tech Scene Is Having a Moment, June 2014

"Dormant and largely vacant for years, the city's Downtown neighborhood has recently become the hub for e-commerce companies" – **re/code**

10 top destinations to visit in 2015, Dec. 2014

"Exciting new hotels like the Ace, stores like Acne Studios and food venues like the revamped Grand Central Market – in addition to the recently completed \$3 billion sports and entertainment complex known as LA Live – have injected downtown with a jolt of energy that's helped lure visitors and residents away from LA's sunny perimeter and into its urban core." – **CNN.com**



ADVERTISING CAMPAIGNS

VALENTINE'S DAY

The DCBID kicked off the New Year with the return of our Valentine's Day Campaign, 'Romance in the City.' Highlighting the best ways to celebrate the holiday in Downtown, the campaign was one of our most successful yet. For the first time, the campaign focused its efforts on social media marketing, including a 'Share the Love' Facebook photo contest that garnered more than 1,260 views, 933 votes and 208 likes. Together with the local print component, the 2014 'Romance in the City' campaign generated more than 885,000 media impressions.

SPRING CAMPAIGN

The DCBID welcomed Spring with our 'Brunch in the City' campaign, highlighting all of the wonderful places to enjoy Easter Sunday Brunch. Some of the participating businesses included:

- Bunker Hill Bar & Grill
- Border Grill
- Bottego Louie
- Caffè Primo
- Coco Laurent
- Engine Co. No. 28
- Grand Café
- Le Pain Quotidien
- Local Table
- The Standard
- Westin Bonaventure Hotel & Suites
- Cole's
- Grand Central Market
- KTCHN
- LA Café
- Les Noces du Figaro
- Nickel Diner
- The Must
- Onyx
- Pete's Café
- LA Market at L.A. LIVE

The campaign included social media advertising, in-house promotion via DowntownLA.com, our marketing newsletter and PR support. It generated more than 8,663 page views, 438 likes and 155,000 media impressions.

SUMMER IN THE CITY

Since Downtown LA has become such a popular destination for outdoor summer events, from movies, to festivals, to rock shows, our Summer Campaign, 'Summer in the City' highlighted the six major event series and included recommendations for dining, shopping, and entertainment before and after the event. 2014 participants included:

- F!Gat7th Downtown Festival
- Friday Night Flicks at Pershing Square
- Downtown Stage at Pershing Square
- Grand Performances
- Grand Park Summer
- Dance Downtown at The Music Center

Marketing campaign included a strategic mix of print, radio, online and social media advertising with street team marketing.

CELEBRATE THE SEASON IN DOWNTOWN LA

The DCBID promoted Downtown LA during the holiday season with its "Celebrate the Season" Holiday Campaign, highlighting Downtown as the most walkable shopping destination complete with festive holiday events, the city's best restaurants and of course, the best deals.

The campaign was promoted from November 28 through December 25 in the *L.A. Downtown News*, KCRW, KOST, IHeartRadio, online banners, social media and DowntownLA.com. The campaign featured a Staycation Giveaway that secured more than 400 new email subscribers. Additionally, 2014 saw our first implementation of a weeklong Instagram contest that generated more than 1,500 likes.





DOWNTOWN GUIDES

PROVIDING A WARM WELCOME

Once new residents, office workers, and businesses arrive in Downtown LA, our friendly Guides are here to greet them. The team provides much needed customer service including distribution of Downtown materials, directions, answering general questions, creating welcome bags, and much more. In 2014, we received numerous testimonials praising our team of friendly Guides. We continue to perfect their performance through quarterly training sessions and additional benchmarks.

2014 DOWNTOWN GUIDES STATISTICS

- 115,500 welcome maps provided
- 2,842 welcome bags provided
- 6,361 businesses contacted
- 14,417 directions given

2015 GOALS

Our organization continues to play a vital leadership role in the resurgence of Downtown LA. Below is a summary of our key goals for 2015.

OPERATIONS

- Continue to keep Downtown safe and clean.
- Expand BigBelly Solar and tree trimming programs.
- Increase homeless outreach services.

MARKETING

- Drive traffic to Downtown Center businesses and events.
- Populate DowntownLA.com with compelling content and develop an interactive app.
- Provide visitors with additional street level walk-up resources.

ECONOMIC DEVELOPMENT

- Focus on reducing office vacancy rates by targeting recruitment of creative, tech and traditional users.
- Continue to be the #1 resource for Downtown LA market research; develop new and original research.
- Continue to recruit local, regional and national retail with a focus on Broadway between 2nd and 4th.
- Continue to connect with residents through our proprietary Downtown Residential Managers Association (DRMA).
- Conduct outreach to businesses and office tenants new to Downtown LA.





FINANCIALS

FINANCIALS

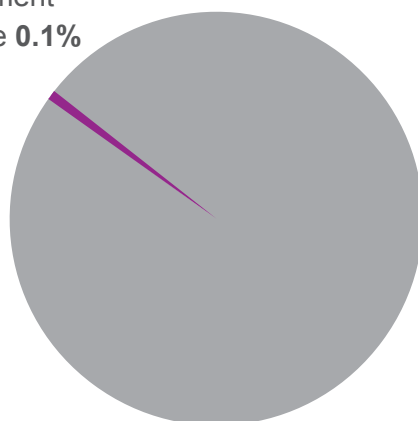
STATEMENT OF ACTIVITY

For the Year Ending December 31, 2014

REVENUES

Assessment Revenue	\$5,917,954
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Investment
Income 0.1%



Assessment
Revenues
99.9%

OTHER INCOME (EXPENSE)

Interest & Dividend Income	\$ 4,639
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Total Other Income	4,639
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Increase in Net Assets	232,126
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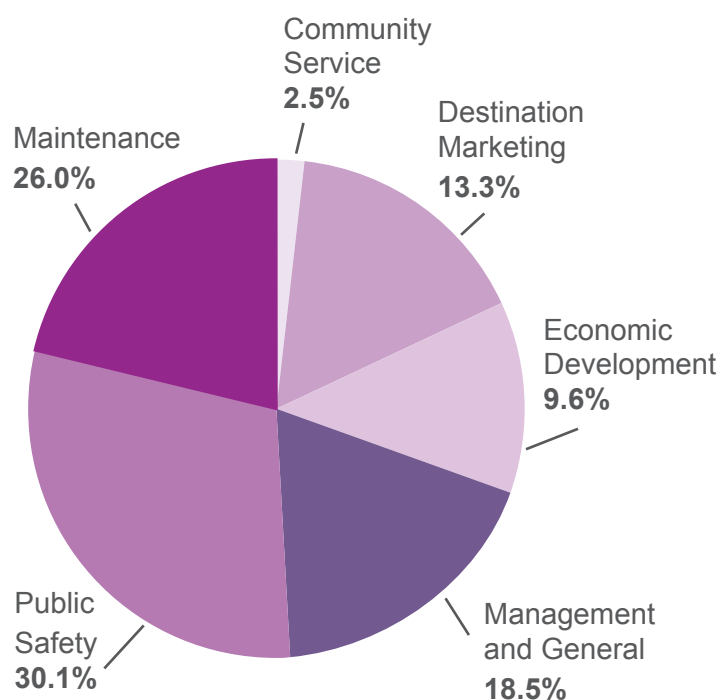
Total Net Assets	\$1,943,264
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EXPENSES

Public Safety	\$ 1,711,484
Maintenance	1,481,855
Community Service	139,860
Destination Marketing	755,064
Economic Development	551,013
Management and General	1,051,191

Total Expenses	\$5,690,467
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Net Income from Operations	\$227,487
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DCBID REVENUES

2014 vs. 2013

■ 2014 ■ 2013

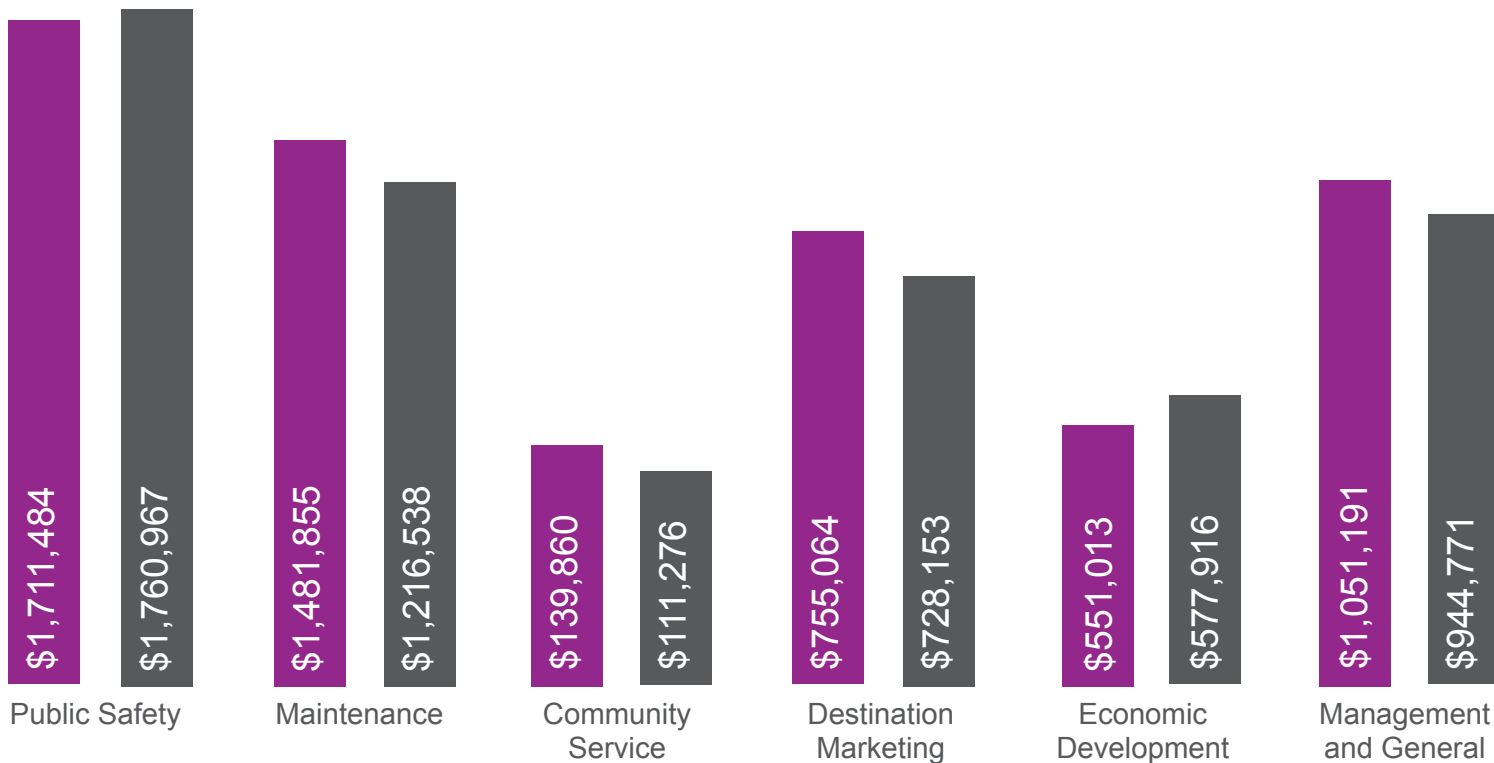
Assessment
Revenues

\$5,917,954

\$5,979,841

DCBID PROGRAM EXPENSES

2014 vs. 2013





BOARD OF DIRECTORS

EXECUTIVE OFFICERS

Peklar Pilavjian – Chair
*Los Angeles United
Investment Company*

David Damus, Esq. – Secretary
*System Property
Development Company, Inc*

Sauli Danpour – Treasurer
Xyvest Holdings, Inc.

Eric Bender – Executive Vice Chair
Downtown Properties

Robert Cushman –
Executive Vice Chair
Brookfield

Cari Wolk – Executive Vice Chair
Athena Parking, Inc.

Carol E. Schatz – President & CEO
Downtown Center BID

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CommonWealth Partners

Barry Altshuler
Equity Residential

Jim Bonham
Hines

Barbara Bundy
FIDM

Alex Capriotti
The Broad

Richard Costanzo
RP Realty Partners, LLC

Michael Czarcinski
The Westin Bonaventure

Clare De Briere
The Ratkovich Company

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Tate Snyder Kimsey Architects

Robert Hanasab
Hanasab Investments

Steven Hathaway
Los Angeles Athletic Club

Richard Stockton
OUE Limited

K.C. Yasmer
Forest City Development

Adele Yellin
Yellin Company

ALTERNATES

John C. Day
*System Property Development
Company, Inc.*

Evan Grobecker
CommonWealth Partners

Matthew Nolan
Yellin Company

Brian Plymell
Hines

Peter Zen
The Westin Bonaventure

DCBID STAFF

Carol E. Schatz*
President & CEO

Shawn Bratton*
*Executive Assistant to
Carol Schatz*

Jeff Chodorow*
Director of Finance

Ron Colcol
*Superintendent of
Maintenance Services*

Dalia Cuiriz*
Staff Accountant

Mike Filson
*Economic Development &
Marketing Assistant*

Nick Griffin*
*Director of Economic
Development*

Suzanne Holley*
*Vice President & Chief
Operating Officer*

Lauren Reilly Mitchell
*Vice President of Marketing
& Communications*

Lena Mulhall*
Office Manager

Ken Nakano
Director of Operations

Herman Pang*
Director of I.T.

Elan Shore
*Research & Special
Projects Associate*

Jessica Whaley
*Associate Director of
Economic Development*

**Services contracted between
Downtown Center Business
Improvement District and
Central City Association*



Downtown Center Business Improvement District

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